

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

Dear Station Manager:

Eastern States Radio is offering for sale two new package program series on College Radio - one an hour program of classical or semi-classical music, to be broadcast 3 or 5 days a week for 26 weeks; the other a play-by-play basketball series, to be broadcast during the basketball season.

The music package:

Programs in this series will be built around formats and continuity furnished by ESR, utilizing records furnished by ESR. Music will vary in vein from program to program, but will remain within the range of symphonies, popular classics, Broadway show music, and the like. Complete scripts - for both the program and the commercials - will be provided, and all records furnished become the permanent property of the station.

Stations will be paid for these broadcasts according to their published schedule of national advertising rates, after deduction of applicable frequency and group discounts and all customary commissions. One-half the actual cost of the records provided to produce the series will also be deducted from the amount paid to the station.

To be eligible for consideration for this series, your station must have facilities to play both 78 and 33 RPM recordings, and must have a pickup head for use with LP records.

The play-by-play sports package:

Programs in this series will include home and away basketball games your school will play this season. You will need a good play-by-play sports announcer to qualify. If you want to be considered for this package, supply us with a breakdown of your costs for lines for away games and local loops for home games (to a maximum of \$1000 per station per season). We assume that you will agree that if a sponsor makes possible the facilities to enable you to broadcast these games (line charges usually being the factor prohibiting most stations from doing play-by-play), you will not feel any additional charges for broadcast time would be required.

If you want to be considered for either one of these plans, or both:

Just fill in and return the appropriate information sheets enclosed. We will go to work on your behalf immediately to interest national advertisers in your station.

Sincerely yours,

EASTERN STATES RADIO CORPORATION

package programs on college radio

SALES OFFICE • 545 5TH AVENUE • NEW YORK 17

Eastern States Radio Corporation

Dear Station Manager:

Eastern States Radio is offering for sale two new portable programs series on College Radio - one an hour program of classical music, the other a half-hour program of popular music, to be broadcast 3 or 5 days a week. The other program is a half-hour program of classical music, to be broadcast during the basketball season.

The music program

Programs in this series will be built around records and records, and will be broadcast by the station. The records will be very popular, and will be selected by the station. The program will be broadcast during the basketball season, and will be broadcast during the basketball season.

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To be eligible for the program, your station must have facilities for the program, and must have a program for use with the program.

The new program

Programs in this series will be built around records and records, and will be broadcast by the station. The records will be very popular, and will be selected by the station. The program will be broadcast during the basketball season, and will be broadcast during the basketball season.

If you wish to be considered for the program, please send us the following information:

Just fill in and return the enclosed information card. We will go to work on it immediately to insure successful advertising in your station.

Sincerely yours,

Eastern States Radio Corporation

(Station call)

(Name of college)

(City and state)

Check facilities you have:

____ 78 RPM turntables
____ 33 RPM turntables
____ LP pickup head
____ 45 RPM turntables
____ Tape Recording facilities
____ single track recorder
____ double track recorder

Station frequency _____

(Name of station manager)

Complete station mailing address:

(Manager's college residence)

Actual number of students
within area covered by your
signal who can hear station:

Station telephone number _____

Cross out any days on which you do not broadcast commercially:

SUN MON TUES WED THURS FRI SAT

Enter hours of broadcast (specify AM or PM):

Sunday _____
Monday _____
Tuesday _____
Wednesday _____
Thursday _____
Friday _____
Saturday _____

Rate code _____ (see ESR code sheet)

One hour of classical or semi-classical music could be scheduled at _____ PM on

SUN MON TUES WED THURS FRI SAT

(circle days available - minimum of 5)

(Station call)

(City and state)

(Name of college)

Check facilities you have:

- 75 RLM turntables
- 75 RLM turntables
- 12 pickup head
- 45 RLM turntables
- Tape recording facilities
- single track recorder
- double track recorder

Station frequency

(Name of station manager)

Complete station mailing address:

(Student's college residence)

Actual number of students
within area covered by
signal who can hear station

Station telephone number

Cross out any days on which you do not broadcast commercially

SUN MON TUE WED THURS FRI SAT

Enter hours of broadcast (specify AM or PM):

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

Rate per hour (see BSN code sheet)

One hour of classical or semi-classical music could be scheduled at _____ PM on _____

SUN MON TUE WED THURS FRI SAT

(Circle days available - minimum of 3)

(Return this form if you are interested in the play-by-play sports package series. Two copies of the form are included so you can make a carbon for your records.)

_____ campus

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERIES FOR BASKETBALL AND BASEBALL GAMES.

Date	We Play	Home or away	Basketball or baseball	Total Charges
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Note: Under "total charges," be sure to include line charges for the full time of the game, cost of local loops as required, and installation charges where they apply for EVERY GAME you estimate.

ESR will approach possible sponsors as soon as your report is received, but we suggest you include your full baseball schedule as well as your basketball schedule, since a sponsor - if one is found for your station - might not be signed until too late for the basketball season. We will submit a presentation to the advertiser including all games you can provide up to \$1000. If we cannot find a sponsor for your basketball, we will do our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

(Return this form if you are interested
in the play-by-play sports package ser-
vice. Two copies of the form are includ-
ed so you can make a carbon for your re-
cords.)

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERVICE FOR BASKETBALL
AND BASEBALL GAMES.

Date	We Play	Home or away	Basketball or baseball	Total charges
------	---------	-----------------	---------------------------	------------------

Please Under "total charges," be sure to include the charges for the full time
of the game, cost of local phone as required, and installation charges
where they apply for EVERY GAME you estimate.

HOW will approach possible sponsors as soon as your report is received.
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up to \$1000. If we cannot find a sponsor for your baseball, we will do
our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

(Return this form if you are interested in the play-by-play sports package series. Two copies of the form are included so you can make a carbon for your records.)

_____ campus

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERIES FOR BASKETBALL AND BASEBALL GAMES.

Date	We Play	Home or away	Basketball or baseball	Total Charges
------	---------	-----------------	---------------------------	------------------

Note: Under "total charges," be sure to include line charges for the full time of the game, cost of local loops as required, and installation charges where they apply for EVERY GAME you estimate.

ESR will approach possible sponsors as soon as your report is received, but we suggest you include your full baseball schedule as well as your basketball schedule, since a sponsor - if one is found for your station - might not be signed until too late for the basketball season. We will submit a presentation to the advertiser including all games you can provide up to \$1000. If we cannot find a sponsor for your basketball, we will do our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

(Return this form if you are interested in the play-by-play sports package rate. Two copies of the form are included so you can make a carbon for your records.)

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERIES FOR BASKETBALL AND BASEBALL GAMES.

Date	We Play	Home or away	Basketball or baseball	Total Charges
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Under "Total charges," be sure to include line charges for the full time at the game, cost of local phone as required, and installation charges where they apply for EVERY Game you request.

EW will approach possible sponsors as soon as your request is received, but we suggest you include your full baseball schedule as well as your basketball schedule, since a sponsor - if one is found for your station - might not be signed until too late for the basketball season. We will make a presentation to the advertiser including all games you can provide up to \$1000. If we cannot find a sponsor for your basketball, we will do our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

Eastern States Radio Corporation

Schedule of IBS-approved college radio station rates

Station Coverage	Rate Code	1 hour	$\frac{1}{2}$ hour	$\frac{1}{4}$ hour	5 min	1 min	20 secs.
2501-plus	A	\$30.00	18.00	12.00	6.00	3.00	2.10
2001-2500	B	26.50	16.00	10.75	5.25	2.70	1.90
1501-2000	C	23.50	14.00	9.50	4.50	2.35	1.65
1001-1500	D	20.00	12.00	8.00	4.00	2.00	1.40
501-1000	E	16.50	10.00	6.75	3.25	1.75	1.20
0-500	F	13.50	8.00	5.50	2.50	1.50	1.00

Frequency discounts:

13 broadcasts	5%
26 broadcasts	10%
39 broadcasts	12 $\frac{1}{2}$ %
52 broadcasts	15%
104 broadcasts	17 $\frac{1}{2}$ %
130 broadcasts	20%

Length of commercial copy:

5 min.	1:45 min.
10 min.	2:00 min.
15 min.	2:30 min.
30 min.	3:00 min.
60 min.	6:00 min.

The following additional group discounts apply to member stations of IBS:

- All men's colleges or all women's colleges sold . . . 5%
- All coeducational colleges sold 10%

(Commissions to sponsor's advertising agency, ESRC, and IBS are deductible from the amounts listed in the table above).

**Schedule of 1954-1955 Eastern Radio Corporation
Station Coverage Rates**

Station Coverage	Rate Code	1 hour	$\frac{1}{2}$ hour	15 min	5 min	1 min	30 sec
2501-4500	A	250.00	18.00	12.00	6.00	3.00	2.10
2501-3500	B	24.50	15.00	10.75	5.25	2.75	1.90
1501-2500	C	23.50	14.00	9.75	4.75	2.75	1.85
1001-1500	D	20.00	12.00	8.00	4.00	2.00	1.40
801-1000	E	16.50	10.00	6.75	3.25	1.75	1.20
0-800	F	13.50	8.00	5.00	2.50	1.50	1.00

Frequency discount	Length of commercial copy
12 broadcasts 5%	5 min. 1:45 min.
24 broadcasts 10%	10 min. 2:00 min.
36 broadcasts 12 1/2%	15 min. 2:30 min.
48 broadcasts 15%	20 min. 3:00 min.
60 broadcasts 17 1/2%	30 min. 4:00 min.
72 broadcasts 20%	40 min. 5:00 min.

The following additional group discounts apply to member stations of 1954:
 All new stations or all stations 10%
 All commercial stations 15%

Communications to sponsor's advertising agency,
 KRCR, and the radio station from the sponsor
 listed in the table above.

copy - non-refundable